

**For Immediate Release****April 9, 2024****Contact:**

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**SuitUp Hosts its 2nd Annual *Take on Tech* Competition with Title Sponsor, Salesforce**

**New York, NY** - SuitUp, an education non-profit that increases career readiness for students in underserved communities nationwide, will host its 2nd Annual ***Take on Tech Challenge on April 23rd with title sponsor, Salesforce.*** Participating students will be challenged to create a new product or service that uses AI to solve a climate problem currently faced by their community. The vision of the Take on Tech Competition is to expose students from underserved communities to the world of possibilities that technology professions have to offer.

Interim Chief Executive Officer, Kelsey English Smith shared, SuitUp is excited to announce the 2nd Annual Take on Tech competition, in partnership with leading corporate partners from our network. This large-scale virtual event offers students a unique opportunity to brainstorm and ultimately solve a prevalent challenge while gaining invaluable insights from industry professionals. The impact of the 'SuitUp magic' forged during this competition will extend far beyond the four-hour event, leaving a lasting community of support for our students in the days, weeks and months ahead. We look forward to seeing the brilliant ideas that are born out of this experience and celebrating unparalleled innovation and creativity that our students are sure to infuse into their business pitches."

With the support of company volunteers acting as coaches, twelve teams representing virtual schools from across the United States will compete in a tech-related challenge before presenting in our regional semifinals. Each group of semi-finalist judges will then select one team per region to move forward to Take on Tech's National Finals. Through this competition, students will get the chance to see how their interests connect to countless job opportunities in areas such as products, brands, education, marketing, finance, etc., all through the lens of technology.

Salesforce, Charlotte Verderame, Program Manager, Employee Impact, says, "At Salesforce, we partner with organizations to create lasting change and build a more equitable and sustainable world. Guided by our values and accelerated by technology, we support education and climate initiatives that drive equity, impact, and innovation. We are so excited to join forces with SuitUp and participate in Take on Tech." In addition to Salesforce employees supporting our students, co-sponsors, including Snap Inc., Fetch Rewards, InEight, and The TJX Companies will also participate.

To learn more about SuitUp's initiatives, please visit [volunteersuitup.org](https://volunteersuitup.org), or for more information on Take on Tech, please contact Christina Castro, Director of Impact Events, at [christina@volunteersuitup.org](mailto:christina@volunteersuitup.org).

**About SuitUp**

SuitUp is a 501(c)(3) education non-profit that increases career awareness for all students through innovative business plan competitions. SuitUp's vision is to align the incentives of schools and corporations to ensure that all students have the access and awareness to pursue the college and career of their choosing. Since its inception SuitUp has served more than 21,000 students and 13,500+ volunteers, partnering with companies including Salesforce, Amazon Web Services, Goldman Sachs, Snap Inc., The TJX Companies, and more.

